



USDA Weekly Retail Turkey Feature Activity

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 04/28 thru 05/04.

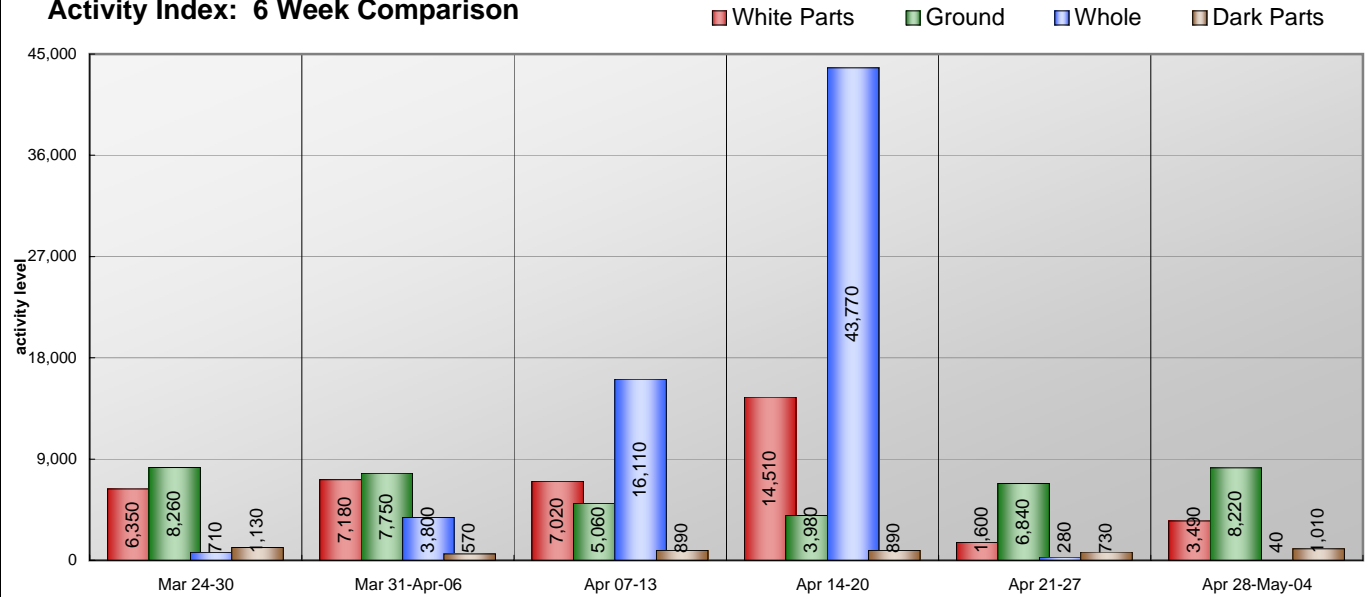
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

Fri. Apr 28, 2006

NATIONAL SUMMARY

	THIS WEEK		LAST WEEK	
Feature Rate 1/	46.3% of 17,000 outlets		39.7% of 17,000 outlets	
Special Rate 4/	4.3%		8.2%	
Activity Index 2/	12,760		9,450	
3/	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:				
Fresh - Hens			140	1.07
" - Toms			140	1.10
Frozen - Hens	20	1.11		
" - Toms	20	0.99		
PARTS:				
Breast:				
Bone-in, whole				
Fresh	10	2.28		
Frozen	280	1.71	410	1.90
Hotel Style				
Fresh				
Frozen				
Split, bone-in				
Fresh	500	2.27	200	2.49
Rotisserie	990	7.61	290	6.65
Boneless, whole				
Cutlets	1,170	3.90	570	4.00
Strips			40	4.49
Tenders	540	3.78	90	4.08
Drumsticks				
Thighs	370	1.36	290	0.95
Wings	170	1.56	120	1.49
Necks	340	1.37	250	0.81
Smoked Drumsticks	100	1.39	40	0.69
Smoked Wings	30	1.39		
Smoked Necks			30	1.39
GROUND TURKEY:				
Patties	8,220	2.40	6,840	2.50
Sausage	1,210	2.64	1,550	2.66
85% lean	860	2.16	300	2.32
93% lean	1,820	1.76	1,950	1.91
Breast	3,160	2.18	2,290	2.52
	1,170	3.94	750	3.65

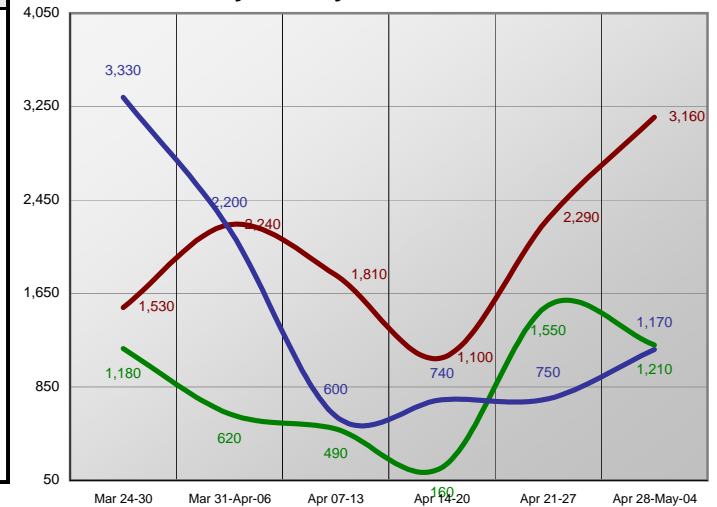
Activity Index: 6 Week Comparison



Turkey Featuring - 04/28 thru 05/04

Retail featuring of turkey products is up from the past week with featuring spread fairly evenly across the country but concentrated mostly on ground turkey products at lower feature price levels. Boneless breast cut featuring is up from last week but concentrated mostly on breast cutlets. Dark parts are being featured on a limited basis across the country. Ground turkey features are led this week by 93% lean at sharply lower feature price levels. Patties and 85% lean continue to be featured at a consistent pace with 85% seeing lower feature prices. Ground breast features are more prevalent this week and prices have firmed from the past period.

Ground Turkey Activity



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/: FEATURE RATE: the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME,NC,NH,NJ, NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND, NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT,NM,NV,OR,UT,WA,WY)		
Feature Rate 1/ Special Rate 2/ Activity Index 3/	46.1% of 7,900 sampled outlets 3.0% of stores w/ no-price promotions Activity Index = 6,620			31.7% of 5,200 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 2,640			66.5% of 3,900 sampled outlets 12.8% of stores w/ no-price promotions Activity Index = 3,500		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens									
" - Toms									
Frozen - Hens	0.99 - 1.49	10	1.22				0.99	10	0.99
" - Toms	0.99	10	0.99				0.99	10	0.99
PARTS:									
Breast:									
Bone-in, whole									
Fresh				2.28	10	2.28			
Frozen	1.29 - 1.99	20	1.47	1.00 - 1.39	60	1.29	1.28 - 1.89	200	1.86
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh	2.19 - 2.29	440	2.26	2.29 - 2.39	60	2.30			
Rotisserie	6.99 - 7.99	610	7.96	6.99 - 7.99	380	7.04			
Boneless, whole									
Cutlets	3.49 - 4.49	890	3.84	2.99 - 4.81	100	4.27	2.99 - 3.99	180	3.95
Strips									
Tenders	3.49 - 3.99	300	3.55	4.23	70	4.23	3.99	170	3.99
Drumsticks	1.29 - 1.49	200	1.35	1.29 - 1.39	140	1.36	1.39	30	1.39
Thighs				1.29 - 1.59	140	1.51	1.79	30	1.79
Wings	1.29 - 1.49	200	1.37	1.29 - 1.39	140	1.36			
Necks				1.39	100	1.39			
Smoked Drumsticks	1.39	30	1.39						
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	2.49 - 2.99	500	2.83	2.50 - 2.99	210	2.64	2.40 - 2.50	500	2.45
Sausage	1.99 - 2.69	580	2.17	2.07 - 2.84	40	2.62	2.05	240	2.05
85% lean	1.69 - 1.79	560	1.76	0.99 - 2.23	490	1.72	1.49 - 1.87	770	1.78
93% lean	1.53 - 2.59	1,890	2.11	1.99 - 2.50	630	2.35	2.00 - 2.40	640	2.25
Breast	3.49 - 3.99	380	3.81	3.99 - 4.23	70	4.20	3.29 - 3.99	720	3.98

Note: See page 1 for explanatory notes.